

BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM

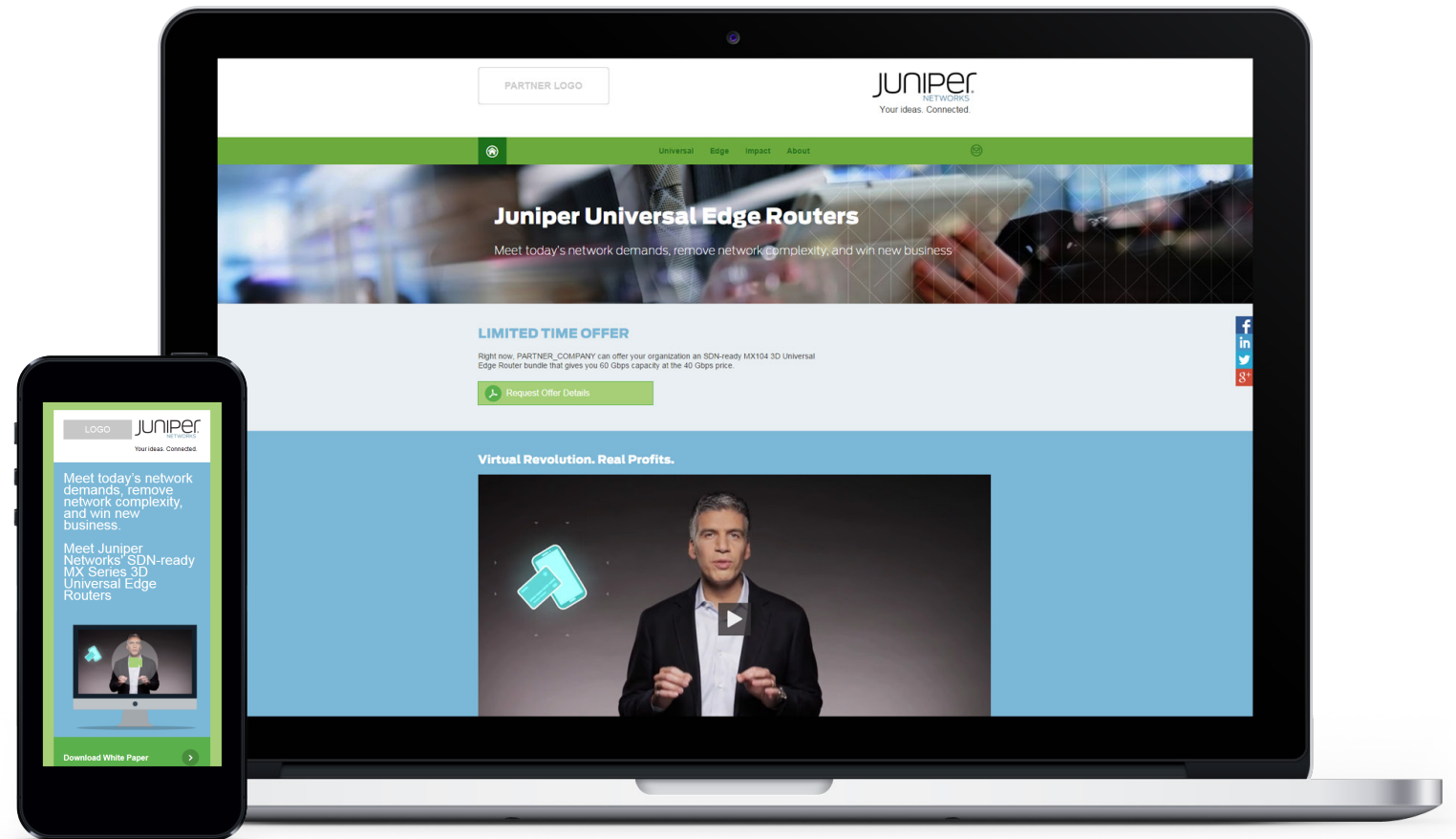
JUNIPER
NETWORKS



THIS GUIDE PROVIDES ASSISTANCE FOR BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM.

Juniper Marketing Concierge campaign landing pages and emails feature a range of functionality that is automatically integrated with the Juniper Marketing Concierge platform.

Therefore, when integrating a Juniper Marketing Concierge campaign with a third party platform, you will need to manually implement this functionality.



YOUR LOGO

LOGO

JUNIPER
NETWORKS
Your ideas. Connected.

Meet today's network demands, remove network complexity, and win new business.



Meet Juniper Networks' SDN-ready MX Series 3D Universal Edge Routers

Download White Paper

Hi John,

IDC believes that, with a high-performance network from Juniper, service providers can meet new levels of demand and provide customization that brings competitive advantage in terms of increased relevance, increased revenue, and increased asset utilization.

At a time when service providers are facing increased network complexity, rising costs and lower revenue streams, here's a white paper worth reading.

Download White Paper

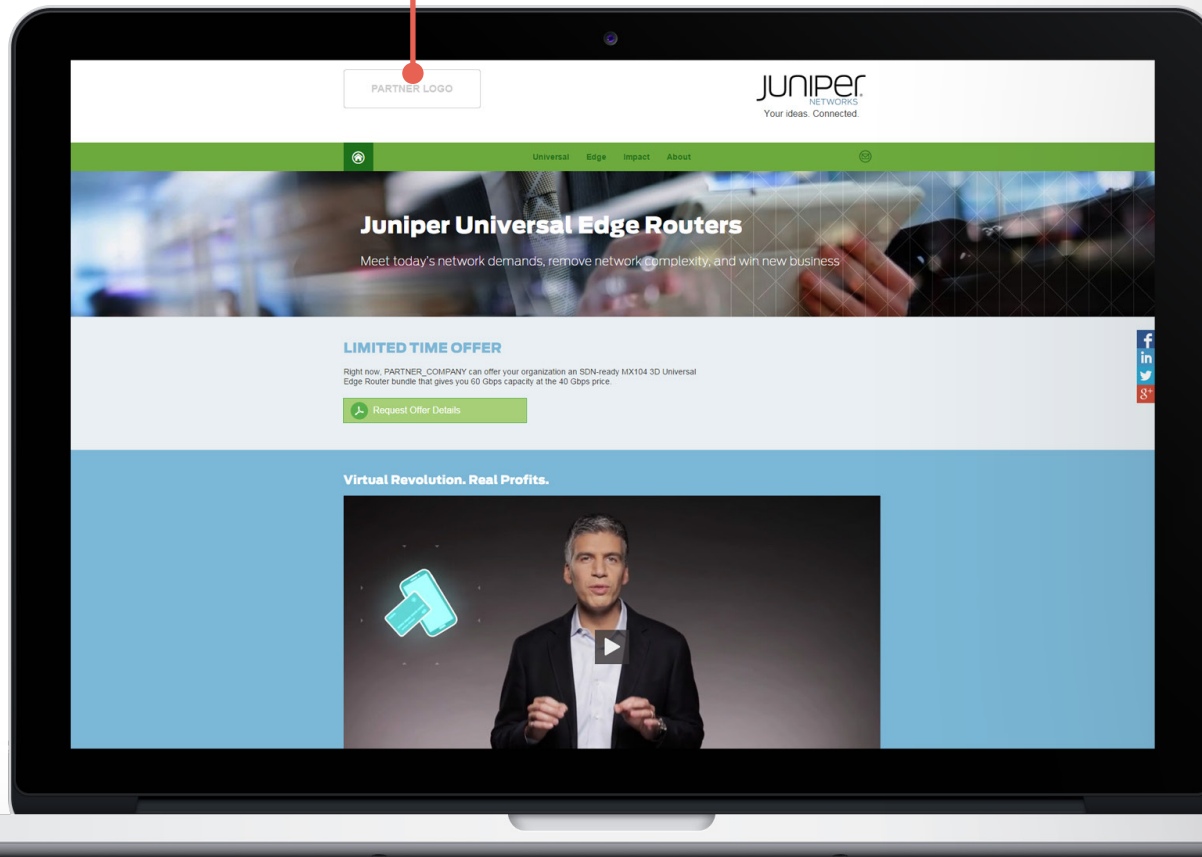
Review this IDC White Paper: Customizing the Customer Experience and imagine the possibilities.

Watch the video to see how high-performance networks from Juniper can help you create real profits.

Contact Elastic Grid (Ivan) for more information.

Regards,

John Smith
Elastic Grid (Ivan)



The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

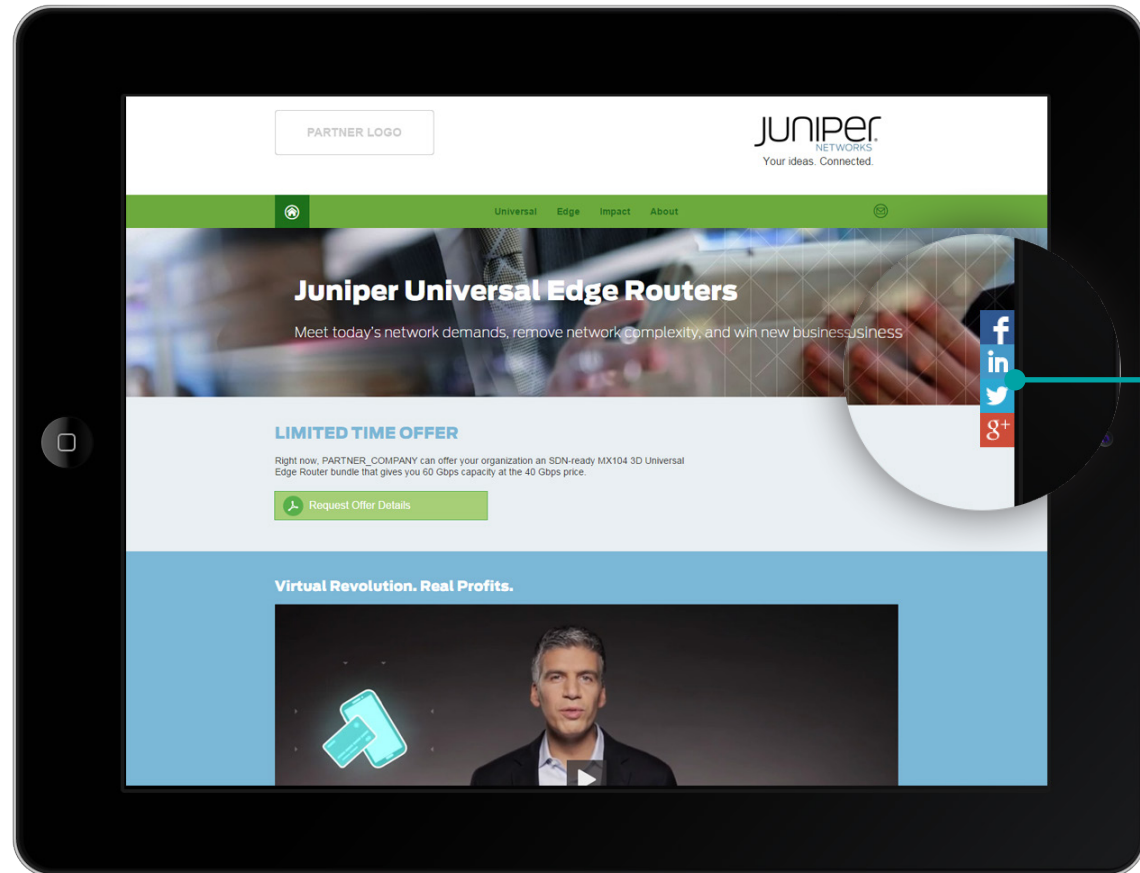
Therefore, when you build your campaign on a third party platform, you will need to upload your logo manually.

SOCIAL MEDIA SHARE FUNCTIONALITY

Juniper Marketing Concierge campaign landing pages feature social media share icons.

When launched on the Juniper Marketing Concierge, the platform automatically integrates editable copy for social media posts from these share icons, allowing your prospects to quickly share a comment along with the link to your co-branded campaign landing page via Facebook, LinkedIn, and Twitter.

Therefore, you will need to manually set up this functionality when you build your landing page on a third party platform.



YOUR ORGANIZATION'S NAME

The Juniper Marketing Concierge automatically integrates your organization's name throughout your landing page. When you build your landing page on a third party platform, you will need to manually include your organization's name in the landing page copy.

This may require you to edit the copy within the HTML code, or on your WYSIWYG interface.



YOUR CONTACT INFORMATION

The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

When you build your campaign on a third party platform, you will need to upload this information.

DATA COLLECTION AND ANALYTICS

The screenshot shows a laptop displaying a landing page with a green navigation bar. The page content includes a header with 'Universal Edge Impact About', a section titled 'Additional Details' with three green buttons: 'Elastic Grid Best Practices', 'Lead Qualification', and 'Making-Marketing-Profitable'. Below this is a contact form with the following text: 'Contact PARTNER_COMPANY for special offer details, pricing, or to explore the benefits a Juniper Universal Edge can bring to your organization.' and 'Contact PARTNER_COMPANY to explore the benefits a Juniper Universal Edge can bring to your organization.' The form includes fields for Name (First Name, Last Name), Email (you@yourorganization.tld), Phone (+1 123 456 7890), Company / Organization (Your Organization), Job Title (optional) (E.g. 'Executive Manager'), and Website (optional) (www.yourorganization.com). There is also a checkbox for 'Subscribe to future communications from PARTNER_COMPANY' and a green 'Submit' button. On the right side of the form, there are labels for 'Address Line #1', 'Address Line #2', 'City, State, Post Code', 'Country', 'Phone # 123 456 789', 'Fax # 123 456 789', 'Mobile # 123 456 789', 'Contact Name', 'email@partner.utl', 'http://www.partner.utl', 'Additional information', and 'Additional Contact Details'.

The Juniper Marketing Concierge automatically collects data from landing page contact forms. These include the main contact form located at the bottom of your landing page, and the pop-up whitespace contact form that appears when a prospect clicks on a Call To Action (CTA) button.

When you integrate your landing page with a third party platform, you will need to set up contact form data collection. You will also need to create any pop-up whitespace contact forms to capture lead data when a prospect clicks on a landing page CTA button.

When you launch a campaign on the Juniper Marketing Concierge you can leverage real-time tracking of your prospect's interactions with your landing page and emails. When a prospect fills out a contact form, the Juniper Marketing Concierge instantly sends a Lead Alert direct to your inbox, and you can easily access all lead contact information and reports in Juniper Marketing Conciergeanalytics.

The Juniper Marketing Concierge can also help you prioritize your leads with lead classification. Prospects that interact with a campaign (e.g click on an email or download an asset from a landing page) are given a lead qualification score based on their level of activity. This allows you to focus on converting high-value leads.